

WHAT IS CLAIMED IS:

1. A process of regulating expression of a nucleotide sequence that contains the sequence 5'-(GNN)<sub>n</sub>-3', where n is an integer from 1 to 6, the process comprising exposing the nucleotide sequence to an effective amount of a composition comprising an isolated and purified zinc finger-nucleotide binding polypeptide that contains a nucleotide binding region having the sequence of any of SEQ ID NO:1-110.
2. The process of claim 1 wherein the sequence 5'-(GNN)<sub>n</sub>-3' is located in the transcribed region of the nucleotide sequence.
3. The process of claim 1 wherein the sequence 5'-(GNN)<sub>n</sub>-3' is located in a promotor region of the nucleotide sequence.
4. The process of claim 1 wherein the sequence 5'-(GNN)<sub>n</sub>-3' is located within an expressed sequence tag.
5. The process of claim 1 wherein the composition is operatively linked to one or more transcription modulating factors.
6. The process of claim 1 wherein the sequence 5'-(GNN)<sub>n</sub>-3' is located within a gene that encodes an *erbB* receptor.
7. The process of claim 1 wherein the gene is a human *erbB*-2 or *erbB*-3 gene.
8. The process of claim 7 wherein the composition comprises the sequence of SEQ ID NO: 125 or 126.
9. An isolated and purified zinc finger-nucleotide binding polypeptide that comprises the peptide of SEQ ID NO: 125 OR 126.